REMARKS

Reconsideration in view of the following remarks is respectfully requested.

This filing is in response to the Office Action dated Marhc 22, 2005, in the above referenced application. Presently, claims 1 and 4-34 are pending and stand rejected.

In the Office action, claim 1 was rejected as obvious over Reitan (US 5,600,574) in view of Lau et al. (US 6,826,307). As noted by the Examiner, the primary reference Reitan is concerned with a monitor calibration system. However, the secondary reference Lau et al. is concerned with reading a bar code on a wire (reference number 32 in the single figure of Lau et al. and column 3, lines 32-34). The digital image of the bar code on the wire is subsequently displayed on a monitor and possibly electronically stored. The Lau et al. reference then uses software analysis to determine a contrast result for the illuminated bar code, see column 3, lines 50-52. While Lau et al. discloses a photometer, reference number 16, the bar code to be observed needs to be illuminated and assisted by dual 45 degree light sources, reference numbers 12. One of ordinary skill would not be led to modify Reitan, which lacks a teaching of a photometer taking an image, to substitute and use the bar code reader of Lau requiring specialized illumination of the bar code which is to be observed, and thereby to modify the Reitan reference so as to calibrate an electronic sign by taking a photometer image and then use the image to determine control values to bring the sign into uniformity. Note that the electronic sign in claim 1 of the present invention, which is the object to be calibrated, does not require specialized 45 degree illumination, but rather is itself a light source. It likely may be that illuminating the electronic sign to be calibrated would hinder rather than help the process. Therefore, it is respectfully submitted that the Lau et al.

appears to be teaching away from the present invention and would not be properly combined with Reitan to suggest using a photometer to take an image. Reconsideration and allowance are respectfully requested.

Similarly, with respect to claim 4, if the electronic sign were a monochrome display, separately illuminating such as taught in Lau et al. and then subsequently observing the illuminated monochrome display with a photometer would not be a combination to which one of ordinary skill would likely be led. Rather, the illumination should be considered a teaching away which would prevent one of ordinary skill from pursuing such an approach. Reconsideration and allowance of claim 4 is respectfully requested.

Similarly, with respect to claim 5, a color monitor would not be separately illuminated by one of ordinary skill in the art as a part of calibration. Thus, Lau et al. should not be combined with Reitan. Absent Lau et al., a imaging device is not used to take an image and then subsequently used to calibrate. Reconsideration and allowance of claim 5 is respectfully requested.

Similarly, separate illumination as taught by Lau et al., would teach away from all claims depending from claim 1, including claims 7, 8, 9, 10, 11, 12, 13, 14, 16, 33 and 34 all of which stand rejected as obvious over Reitan in view of Lau et al. As noted earlier, one of ordinary skill would not be led to combine these references, since the proposed secondary reference teaches the importance of specific and separate illumination. Reconsideration and allowance of these claims are respectfully requested.

In the Office action, claims 15 and 17-32 were rejected as obvious over Reitan in view of Lau et al., and further in view of Silverstein et al. (US 5,642,125). The Examiner explains this rejection as Reitan and Lau et al. teaching a process of

calibrating an electronic sign where sensors in the image device are 765 x 581 pixels relying upon Lau et al. at column 3, lines 15-30. However, as noted earlier, one of ordinary skill would not be led to combine the references, Reitan and Lau et al., since the secondary Lau et al. reference teaches away from such a combination by teaching specific and separate 45 degree illumination of a wire born bar code to be imaged. (See also the initial sentence of the Lau et al. abstract.) Illumination of a digital electronic sign would likely be inconsistent with the goal of calibration. Moreover, Lau et al. looks to find contrast so as to read the bar code, not to calibrate an electronic sign. Thus, such a combination is respectfully submitted to be improper. The Examiner acknowledges that the Reitan and Lau et al. combination also lacks an arrangement in which sensors in the imaging device exceed pixels in the electronic sign and looks to Silverstein et al. for an additional teaching.

The added reference, Silverstein et al., is directed to a two path liquid crystal light valve color display. (Note **FIG. 1** in which light from light source 20 is separated into 2 pathways by color class and then re-combines before display.) **FIG. 2A** of Silverstein et al., discussed beginning at column 10, line 32, explains that TNLC cells 34 and 42 may be different in display pixel resolution. Each of the TNLC cells 34 and 42 are in a different light path of the two light paths. Subsequently, these light paths are recombined. It is respectfully submitted that a person of ordinary skill would not substitute the Silverstein et al. electronic two path sign for the Reitan sign merely to lower the pixel count in the sign so as to facilitate calibration. Moreover, the concept of lowering sign resolution to facilitate imaging during calibration seems counterproductive to the reason behind having a sign. One of ordinary skill would not be lead to degrade the sign resolution to facilitate

calibration. Thus, with respect to claim 15, one of ordinary skill would not be lead to combine the Lau et al. reference since it teaches separate illumination of a bar code on a wire to allow contrast information to be determined and separate illumination of an electronic sign to calibrate the sign is a teaching away from the present invention. Moreover, reduction in the resolution of a sign as suggested by Silverstein et al. is also a teaching that would discourage combination of such a reference. Reconsideration and allowance of claims 15 and 17-32, depending therefrom, is respectfully requested.

With respect to Reitan at column 33, lines 5-10, which the Examiner applied in the three reference combination to claims 17, 18, 19 and 32; column 33, lines 1-13, applied to claim 22; column 33, lines 10-13, applied to claim 29; and column 33, lines 9-13, applied to claims 30 and 31, Applicant's Attorney remarks as follows. Applicant's Attorney notes that these passages all relate to **FIG. 23** in which a CRT screen is calibrated by having a technician manually place a test head over a specific designated portion of the CRT screen, press a start key, and thereby acquire luminance data from only that portion of the CRT. Such a teaching is directly opposite to that of the present invention recited in claim 1, from which all of these claims depend, and in which an image is taken of an electronic sign and the image used to determine control values for bringing the electronic sign into uniformity. Reconsideration and allowance of all pending claims is respectfully requested.

If there are any further issues yet to be resolved to advance the prosecution of this patent application to issue, the Examiner is requested to telephone the undersigned counsel.

Reconsideration and allowance is respectfully requested.

Respectfully submitted,

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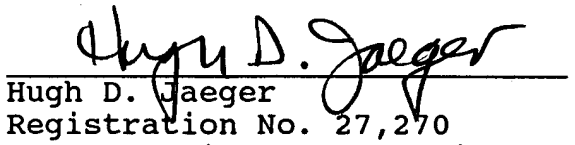

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